

**REMARKS/ARGUMENTS**

This Amendment is being filed in response to the Final Office Action dated May 30, 2007. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1-6, 9-20 and 23-32 are pending in the Application. Claims 1, 15 and 28 are independent claims. Claims 30-32 are added by this amendment.

In the Office Action, claims 1-5, 9, 10, 12, 13, 15-19, 23, 24 and 26 are rejected under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent Publication No. 2002/0120935 to Huber ("Huber") in view of U.S. Patent Publication No. 2002/0026386 to Walden ("Walden"). Claims 6 and 20 are rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Huber in view of Walden in further view of U.S. Patent No. 6,553,347 to Tavor ("Tavor"). Claims 11, 14, 25 and 27 are rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Huber in view of Walden in further view of U.S. Patent Publication No. 2005/0015815 to Shoff ("Shoff"). Claim 28 is rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Huber in view of Walden in further view of Tavor. Claim 29 is rejected under 35 U.S.C. §103(a) as allegedly

unpatentable over Huber in view of Walden in further view of U.S. Patent Publication No. 2002/0059590 to Kitsukawa ("Kitsukawa"). It is respectfully submitted that the claims are allowable over any of Huber, Walden, Tavor, Shoff and Kitsukawa, alone or in any combination for at least the following reasons.

As a first point, each of Huber, Walden, Tavor, Shoff and Kitsukawa are directed to assisting sellers in selling products to consumers by simplifying the buyer/seller exchange.

Huber specifically is directed to a method of offering a product for sale on an interactive media system wherein a visual image of a product for sale is provided by a seller. In operation, a user responds to the visual image and in a case wherein more than one version of the product is offered for sale by the seller, a check is made into preferences of the user and to select one of the offered versions (e.g., see, FIG. 1, paragraphs [0008], [0028] and [0030]).

Walden is a seller's site-within-a-site web site wherein a buyer may be presented with information on items selected including updates to reflect sales and promotions (e.g., see, title; abstract, lines 15-18; etc.). As made clear, (illustrative emphasis added) "[i]n a retail web site 10 using the present

[Walden] invention, such items 12 would constitute products for sale, through the web site 10." (See, FIG. 1 and the accompanying text in paragraph [0025].)

Tavor shows a system for (illustrative emphasis added) "conducting 'one to one' commercial negotiations through an electronic medium ..." (e.g., see, Col. 4, lines 20 to 31.) Shoff shows an interactive entertainment system wherein a program that is represented as an interactive program in an electronic program guide (EPG), may be interacted with by the user. If the program is interactive, selection of it by the user launches a web browser using (illustrative emphasis added) "a target specification stored in the EPG to activate a target resource containing the supplemental content for enhancing the broadcast program." (E.g., see abstract, lines 9-15.) Kitsukawa shows an on-demand advertising system wherein advertisements are delivered by an advertiser and may be produced on screen with broadcast television shows. The advertisements may be selected by the user for viewing. (E.g., see, paragraphs [0037-0041].)

It is respectfully submitted that the method of Claim 1 is not anticipated or made obvious by the teachings of Huber in view of Walden, alone, or in any combination with Tavor, Shoff and

Kitsukawa. For example, Huber in view of Walden, alone, or in any combination with Tavor, Shoff and Kitsukawa does disclose or suggest, a method that amongst other patentable elements, comprises (illustrative emphasis provided) "performing a search to identify data related to the selected product including at least one source not associated with a source of the video program" as required by Claim 1, and as substantially required by each of Claims 15 and 28. As should be clear from the above discussion, Tavor, Shoff and Kitsukawa Tavor do not cure the deficiencies in Huber in view of Walden.

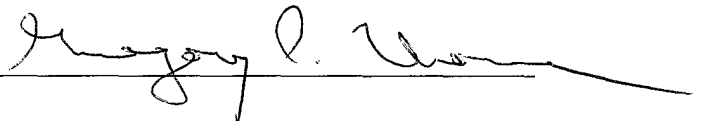
Based on the foregoing, the Applicants respectfully submit that independent Claims 1, 15, and 28 are patentable over Huber in view of Walden, alone, or in any combination with Tavor, Shoff and Kitsukawa and notice to this effect is earnestly solicited. Claims 2-6, 9-14, 16-20 and 23-32 respectively depend from one of Claims 1, 15 and 28 and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of said claims. Accordingly, separate consideration of each of the dependent claims is respectfully requested.

In addition, Applicants deny any statement, position or averment of the Examiner that is not specifically addressed by the

foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

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